

On the Frontlines

Counties, cities lead efforts for tobacco-free parks

Initiative 901 expanded Washington's Clean Indoor Air Act to better protect employees and the public from secondhand smoke exposure in indoor public spaces. Many Washington cities and counties, at the urging of local Tobacco Program contractors, have been creating policies to protect the public from secondhand smoke outdoors.

Selah

The City of Selah took another step towards a healthier community this spring by expanding tobacco-free sports to the newly remodeled girl's fast-pitch softball complex.

On May 17, Selah hosted the grand re-opening of tobacco-free Carlon Park in partnership with the Greater Yakima Girls Softball Association, and posted "Tobacco Products Prohibited" signs throughout the park (photo above).

The Selah Parks and Recreation Program has been promoting tobacco-free sports since the spring of 2004. The Selah F.C. Soccer Program has a "Tobacco-Free Sports" logo on soccer team tee shirts, and displays tobacco-free banners at the soccer fields during matches and tournaments.



In This Issue

On the Frontlines

[Active youth action teams](#)

[Mr. Ciggy Buttz spotted](#)

Hot Topics

[Surgeon General's report](#)

[Truth campaign vindicated](#)

[Smoking & home-fire deaths](#)

[Relative risks of chew](#)

Need to Know

[Information for Tobacco Program contractors](#)

[Policy-maker outreach](#)

[Youth media campaign](#)

[WongDoody honored](#)

[Gay PRIDE](#)

[Sasquatch! rocks](#)

[Winner selected](#)

[Targeting pregnant smokers](#)

[Soccer partnership heat up](#)

[I-901 retailer outreach](#)

[Dance this...](#)

Resources

[New on the Web](#)

[Trainings being planned](#)

[Clearinghouse](#)

In addition, the program trains coaches to promote an active, healthy, tobacco-free lifestyle among players and provides tobacco prevention education for participants.

For more information, contact Celisa Hopkins at 509-248-4384 or chopkins@alaw.org.

Clark County

Beginning last fall, all Clark County and City of Vancouver parks have designated tobacco-free zones, the result of a policy passed by Board of County Commissioners. In April 2006, Clark College became a smoke-free campus (photo at right).

Last month the *Guide to Smoke-free Housing in Clark County* was printed. It complements the county's on-going work with American Lung Association of Oregon and Multnomah County Health Department to assess tenants and landlords on attitudes/behaviors regarding smoke-free policies, and ultimately work toward smoke-free policies for all multi-unit rental housing.

For more information, contact Theresa Cross, Clark County Public Health Tobacco Prevention and Education Program, at 360-397-8000, ext. 7378



Mason County

Noting that smoking rates have not declined in Mason County as they have statewide, county tobacco prevention staff suggested that the Board of Health could set public policy to change the social norm of tobacco use.

A series of policy options were presented to the board, ranging from designating smoking areas to a full smoking ban on county property. Following passage of Initiative 901 last November, the board chose the strictest option by passing a resolution to ban smoking on all county property, parks, and fairgrounds. The resolution also prohibits tobacco sales, advertising, sampling, and sponsorship on all county property or during county sponsored events.

The Mason County Commission is preparing to present the policies for public comment before updating county codes that deal with smoking, and parks, and fairground regulations.

For more information, contact Heidi Iyall, Mason County Personal Health Department, at 360-427-9670 ext. 410

Lewis County

Lewis County has placed "For Our Kids Sake, Please No Smoking Near Play Area" signs in all three county parks, and is working with the City of Chehalis to install similar signs in city parks. The city has cited enforcement issues as reason for not installing the signs.

For more information, contact Sonia Ferguson, Lewis County Social Services, at 360-740-1489 or safergus@co.lewis.wa.us.

Youth action teams in action

Youth action teams have been busy across Washington this summer, making commercials, conducting trainings and compliance checks, and hitting the streets (and malls) to spread the tobacco prevention message. Here's a recap of activities:

- **Benton-Franklin SHOUT** recently created TV and radio commercials about youth access and social sources that have been airing on local stations and posted on SeeThruTheSmoke.com. They also sponsored a local soccer tournament where the youth staffed the event, and were very involved in a local health fair.
- **Pacific County's TATU** group completed their TATU presentations for the year with fifth and sixth grade students signing a smoke-free pledge. They have also been doing compliance checks and staffed a health fair.
- **Skagit HEAT** held a mall event for World No Tobacco Day, handing out Weepuls, stickers, and rulers. The HEAT wrapped up the year with TATU trainings and compliance checks.
- **Spokane STAT** went to three high schools in the area for KBD and gave out pens and tee shirts. They also held a Skate Jam for World No Tobacco Day, reaching more than 800 people with 500 kids signing a tobacco-free pledge. They ran radio and print ads (Out There Monthly) and handed out postcards at the local skate shops.
- **Thurston SPLAT!** handed out Weepuls at their high schools and social events for KBD. For World No Tobacco Day they performed TATU presentations and created about 700 posters and stuck them on grocery bags – with a lot of glue!



The Tobacco Free Coalition of Clark County and the Tobacco Prevention and Education Program of the Clark County Health Department hosted a booth at Clark County's annual gay pride event on July 8. The 12th annual "Saturday in the Park" was held at Esther Short Park in Vancouver. Mr. Ciggy Buttz visited their booth briefly but didn't stay around long because the weather so warm!

Hot Topics

Surgeon general releases landmark secondhand smoke report

Only smoke-free buildings and public places, such as those in Washington state, truly protect nonsmokers from the hazards of breathing in other people's tobacco smoke, says a long-awaited surgeon general's report, says *The Health Consequences of Involuntary Exposure to Tobacco Smoke: A Report of the Surgeon General*, which was released June 27. [View the report.](#)

Truth campaign vindicated

The Delaware Supreme Court recently found that the American Legacy Foundation's national youth prevention advertising campaign, *Truth*, does not vilify or personally attack tobacco companies or their employees.

[Read the release.](#)

Smoking leading cause of home-fire deaths

The U.S. Fire Administration and the National Fire Protection Association released a report finding that smoking continues to be the number one cause of residential fire deaths. [View the report.](#)

Stricter policies reduce tobacco use

An article in the June 2006 issue of *Tobacco Control* shows that the stricter cigarette policies of recent years may not only reduce cigarette use, but also the use of alternative tobacco products like smokeless tobacco. [View the abstract.](#)

Experts weigh relative risks of smoking, smokeless tobacco

As major U.S. tobacco companies roll out smokeless-tobacco products as an alternative to smoking, some experts assert that smokeless tobacco is up to 90 percent less dangerous than smoking. [View the news summary.](#)

Need to Know

Tobacco Program trains community contractors in policy-maker outreach

The Tobacco Program is providing community contractors with tools to educate policymakers about local tobacco issues and programs. The strategy is to highlight local media and/or relevant activities or events taking place in communities to keep the tobacco issue in front of policymakers and underscore its importance and impact at the local level.

Forwarding media stories and/or information about tobacco events and activities provides an opportunity to educate elected officials about local tobacco statistics and, if appropriate, initiate a face-to-face meeting to further develop relationships and reinforce key messages.

The program provided contractors with letter templates, county/community profiles, tips for contacting policymakers, and contact information. In addition, local contractors will receive copies of media clips that highlight activities in their communities to send to local policymakers.

For example, contractors may forward an article about a local Youth Action Team or TATU group along with a letter and county profile to policy makers. The tools also include materials that can be used to invite policy makers to events such as Kick Butts Day or World No Tobacco Day activities, or a tobacco-cessation training for health care providers.

Washington's Tobacco Program is a leader in the nation for lowering tobacco use among adults and youth, and reaching out to underserved communities. In order to continue to make progress, policy makers will need to support a long-term, dedicated funding source for the program. Through this outreach effort, contractors play an important role in letting policy makers know how important the program is for the state and for their districts.

Policy maker outreach and education materials are available on the contractor Web site under SHS/Policy Resources.

For more information, contact Julie Pyatt at 360-236-3643 or julie.pyatt@doh.wa.gov.

Next youth tobacco prevention campaign to launch September 25

The new youth prevention advertising campaign will kick-off September 25, right after the 12- to 14-year-old target audience is back in school. The campaign is currently under development by the Tobacco Program's new advertising contractor WongDoody and will again focus on the social implications of smoking.

The campaign will also include some innovative approaches. Instead of the standard mix of two radio and two TV ads, as has been the norm for the program, this campaign will feature "fresh" ads that seemingly "pop up" on TV, radio, and the Internet. There will be a "stew" of at least 13 5-, 15- and 30-second TV and radio commercials, and new ones will be developed during the campaign.

A conference call for contractors will be scheduled for mid-September to explain campaign details, including the media buys.

The new campaign replaces the award winning 2005-06 *Smoking Is Gross* campaign, created by Sedgwick Rd. The TV part of that campaign ran for eight months and featured animatics, a production technique using "dolls", and a micro Web site, www.ashtraymouth.com. The Web site has received 275,000 first-time visits. It won a Print Magazine 2006 Design Excellence award and other industry honors.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

WongDoody wins top honors

The Tobacco Program's new advertising contractor recently received several prestigious advertising industry awards.

WongDoody picked up two gold EFFIES in New York for a multi-media, integrated campaign last spring for Tully's blended fruit drinks called the "3:21 Wake-up Call". The American Marketing Association's annual EFFIE Awards are the only national advertising awards program that picks winning entries based on their overall effectiveness and the results they achieve.

At the Cannes International Advertising Festival in June, WongDoody received a Silver Media Lion for its work for Alaska Airlines. Only three U. S. agencies received Lions out of 36 awarded.

In addition, the American Association of Advertising Agencies, the advertising industry trade association, awarded WongDoody top honors at its Management Conference and Annual Meeting. WongDoody took home the second place award in the small agency category (Agencies with Less Than 100 Employees) for consistent creative excellence in 2005.

For more information, contact Scott Schoengarth at 360-236-3634 or scottt.schoengarth@doh.wa.gov.

Gay PRIDE presence

The Tobacco Program, through the efforts of its media contractor GMMB and cross-cultural contractor VERBENA, distributed carabineers with lip balms, mint boxes, and other tobacco prevention items at the Gay PRIDE march in Seattle last month, promoting the Washington Tobacco Quit Line and VERBENA'S "Out to Quit" program. In addition, the tobacco prevention message was at the Dyke March Rally, Rainbow Women's Health Fair, Seattle Storm game, Melissa Etheridge concert, and in advertising in The Stranger and The Seattle Gay News.

For more information, contact Dave Harrelson at 360-2363685 or david.harrelson@doh.wa.gov.

Sasquatch! rocks

The Tobacco Program's presence at this year's Memorial Day weekend *Sasquatch! Festival* at The Gorge in George was a rockin' success!

A contingent of Tobacco Program volunteers distributed more than 20,000 TobaccoSmokesYou.com slap bracelets to the mostly 18- to 24-year-old audience, who weathered a one-hour hailstorm, wind, mud, rain and sun to view their favorite bands playing simultaneously on three separate stages.



Close to 1,800 concert-goers stopped by the TobaccoSmokesYou.com booths to register for the Ultimate Rock Flight Experience – the winner gets to select tickets including roundtrip air and hotel accommodations for a future 2006 House of Blues concert in either Denver, San Diego, or Los Angeles (see following story).

At the concert campground, overnighers were supplied with TobaccoSmokesYou.com flashlights and collector rolls of TobaccoSmokesYou.com toilet paper with some rather unique messaging.

For updated information on additional summer concerts in conjunction with House of Blues, visit www.TobaccoSmokesYou.com.

Winner selected for Ultimate Rock Flight Experience

Mary Lucia Borrello-Seltzer, a 14-year-old from Yakima, was chosen the winner of the Ultimate Rock Flight Experience from among 1,763 entries. Mary Lucia recently relocated to Washington with her family after being displaced by Hurricane Katrina in the New Orleans area.

She will receive roundtrip airfare for two, overnight accommodations, two concert tickets, and in-city transportation to and from a concert at one of the following venues: Coors Amphitheatre-Denver, Gibson Amphitheatre-LA, or Coors Amphitheatre-San Diego.

The contest was posted on TobaccoSmokesYou.com the first week of May and ended July 2.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

New grant targets pregnant smokers

The Tobacco Program will step up efforts to reach pregnant women who smoke by way of a \$260,000 grant from the Centers for Disease Control and Prevention. The grant will supplement existing programs provided through clinics, social service agencies, and health care providers, and will also be used to enhance quit services.

The Tobacco Program plans to launch an education campaign that includes advertising in public transportation, articles in newsletters and health care publications, and materials delivered to pregnant women through healthcare providers and social service agencies. About 40 percent of Washington women who stop smoking during pregnancy start up again after giving birth, and part of the campaign will be devoted to helping them stay smoke-free.

According to the latest birth certificate data, the number of women in Washington who smoke during pregnancy has dropped by 30 percent since the Tobacco Program started in 2000. The state rate is now down to 10.2 percent – the same as the national figure. Still, about 8,000 infants are born every year in Washington to mothers who smoked during pregnancy. In addition, some groups continue to have higher than average rates, particularly young women (20 percent of those ages 15 to 19), women receiving Medicaid benefits (17 percent), and American Indian women (19 percent).

The new efforts will focus on women in groups with higher rates of smoking during pregnancy through social services offices, cultural organizations such as the Seattle Indian Health Board and the Center for MultiCultural Health, and clinics such as Planned Parenthood and Women, Infants and Children (WIC).

Smoking has been shown to increase an infant's risk for Sudden Infant Death Syndrome (SIDS), low birth weight, and respiratory diseases leading to long-term health problems and even death.

For more information, contact Julie Thompson at 360-236-3722 or juliet.thompson@doh.wa.gov.

Soccer partnership heats up

Soccer newsletter stories and email blasts have been sent to all Washington State Youth Soccer Association coaches urging them to make their teams tobacco-free for the 2006-07 season, part of collaboration between the Tobacco Program and the association.

When a coach signs up to be a *Tobacco-Free Team*, the team will receive *Tobacco-Free Team* patches for the players' uniforms, lanyards for the coaches, and a package with information about tobacco prevention tips and tobacco-free playing fields. The team will also be eligible to win one of seven end-of-the-season soccer parties.

Close to a hundred teams have already signed up – with that number expected to double or triple by the start of the season. While most leagues don't start until school is back in session, many teams do participate in numerous summer tournaments, so now is a great time to locate the Washington State Youth Soccer Association teams in your area and encourage them to sign up for this tobacco-free effort. You can start by visiting the [Washington State Youth Soccer Association Web site](#), or by calling your local parks and recreation department to find the association teams in your community.

For more information, contact Scott Schoengarth at 360-236-3634 or scott.schoengarth@doh.wa.gov.

I-901 retailer education packet mailed

An Initiative 901 retailer education packet was recently sent to gas stations, convenience stores, and markets in counties across the state. The mailing includes an informational brochure about the new law, a sign for display in businesses, and a window sticker for display at business entrances

County contractors also received the materials and a list of businesses that received the mailing, and you are encouraged to share the materials with administrators and colleagues who are your partners in this effort.

If you have any questions, please contact Julie Pyatt at 360-236-3643 or julie.pyatt@doh.wa.gov.



Takanobu Hori (left) and Maggie Westfall of GMMB help youth sign the Tobacco-Free Pledge at the **DANCE this...** event July 7 at the Paramount Theater. About 1,000 students from Seattle-area day camps and community centers attended the event; another 2,000 kids and parents attended a July 11 performance. Attendees were given a SeeThruTheSmoke.com Weepul and the opportunity to sign the Tobacco-Free Pledge.

Resources

New on the Web

The secondhand smoke policy resource page on the contractors Web site is continually being updated to offer the latest information and resources. The most recent addition is a page on secondhand smoke and policy-maker resources.

Trainings being planned

The Tobacco Prevention Resource Center provided 44 trainings during the 2005-06 year, with an average attendance of 28 per training. Trainings for the 2006-07 year are currently being planned and will be posted on the Web site, www.tobaccoprc.org. As new trainings are added to the Web site, emails will be sent out to contractors notifying them of the new opportunities.



Online Newsletters

[Tobacco Free Press](#) – Tobacco Control Network, bimonthly
[Streethery](#) – American Legacy Foundation youth activism
[O₂ magazine](#) – Teen Media Futures, educates youth on the issues and industry targeting (located on the unfilteredtv.com site)
[TTAC Exchange](#) – Tobacco Technical Assistance Consortium, quarterly tobacco control newsletter

Other Online Resources

American Cancer Society – www.cancer.org
American Heart Association – www.americanheart.org
American Lung Association – www.lungusa.org
Americans for Nonsmokers' Rights Foundation – www.no-smoke.org
Asian Pacific Partners for Empowerment and Leadership – www.appealforcommunities.org
Centers for Disease Control, Office on Smoking or Health – www.cdc.gov/tobacco
National African American Tobacco Prevention Network – www.naatpn.org
National Center for Tobacco-Free Kids – www.tobaccofreekids.org
National Latino Council on Alcohol and Tobacco Prevention – www.nlcatp.org
Policy Advocacy on Tobacco and Health/
The Praxis Project, Inc. – www.thepraxisproject.org
Teen Health and the Media – www.depts.washington.edu/thmedia
Tobacco Technical Assistance Consortium – www.ttac.org

Tobacco Prevention & Control Program Clearinghouse

360-236-3966

tobacco.clearing@doh.wa.gov

The Clearinghouse currently has several items from the past youth campaigns that are being put on clearance. These items would make great giveaways to local youth centers and libraries for the summer reading and youth programs. The limits have been removed and you are able to order as many as needed.

- Ashtraymouth.com bookmark
- Ashtraymouth.com cling postcard
- Ashtraymouth.com postcard
- TobaccoSmokesYou.com bookmark
- UnfilteredTV.com ruler

To order these items, go to www.prt.wa.gov and click on the "General Store" link.

For more information, contact Jennifer Dodd at 360-236-3966 or jennifer.dodd@doh.wa.gov.